

27. (Amended) An adhesive article comprising:

a facestock having a front surface and a back surface;  
a continuous layer of adhesive having an upper surface and a lower surface and end edges, wherein the upper surface of the adhesive is adhered to the back surface of the facestock; and  
a pattern of non-adhesive material forms embedded into the lower surface of the adhesive layer, each of said non-adhesive material forms having a bottom surface, wherein the bottom surfaces of the non-adhesive material forms are above the plane of the lower surface of the adhesive layer.

Please cancel claims 30 and 31, and add new claims 75-95 as follows:

75. (New) An adhesive article comprising:

a facestock having a front surface and a back surface;  
a continuous layer of adhesive having an upper surface and a lower surface and end edges, wherein the upper surface of the adhesive is adhered to the back surface of the facestock; and  
a pattern of non-adhesive material forms embedded into the lower surface of the adhesive layer, each of said non-adhesive material forms having a bottom surface, wherein the bottom surfaces of the non-adhesive material forms are even with or above the plane of the lower surface of the adhesive layer; and wherein the pattern of non-adhesive material forms is applied by vacuum metalization or sputtering.

76. (New) The adhesive article of claim 75 wherein the non-adhesive material forms have an average thickness of about 30 to about 3000 nanometers.

77. (New) The adhesive article of claim 75 wherein the pattern of non-adhesive material forms comprises a plurality of dots, lines or combinations thereof.

78. (New) The adhesive article of claim 77 wherein the lines of non-adhesive material have an average width of from about 12 $\mu$  to about 250 $\mu$  and an average thickness of from about 30 nanometers to about 3000 nanometers.

79. (New) The adhesive article of claim 78 wherein at least 50% of the lines intersect the end edges of the adhesive layer.

80. (New) The adhesive article of claim 78 wherein a plurality of lines form a grid pattern.

81. (New) The adhesive article of claim 75 wherein the adhesive layer comprises a pressure sensitive adhesive.

82. (New) The adhesive article of claim 75 wherein the adhesive layer comprises a heat-activated adhesive.

83. (New) The adhesive article of claim 75 wherein the article is wound so that the patterned lower surface of the adhesive is in adhesive contact with the front surface of the facestock.

84. (New) The adhesive article of claim 83 wherein the front surface of the facestock has a release surface.

85. (New) The adhesive article of claim 75 further comprising a release liner having a release surface, wherein said release surface is adhered to the lower surface of the adhesive layer.

86. (New) The adhesive article of claim 85 wherein the release surface of the release liner has a textured surface.

87. (New) The adhesive article of claim 86 wherein the release surface has a random texture.

88. (New) The adhesive article of claim 85 wherein the release surface has a patterned finish.

89. (New) The adhesive article of claim 85 wherein the lower surface of the adhesive layer has a textured surface that is complementary to the textured surface of the release liner.

90. (New) The adhesive article of claim 85 wherein the release surface of the release liner has randomly distributed non-adhesive particulate material thereon.

91. (New) The adhesive article of claim 90 wherein the randomly distributed non-adhesive particulate material is at least partially embedded into the release surface.

92. (New) The adhesive article of claim 85 wherein the release surface of the release liner has a non-adhesive material printed thereon.

93. (New) The adhesive article of claim 92 wherein the non-adhesive material printed on the release surface of the release liner is embedded into the release surface.

94. (New) The adhesive article of claim 75 further comprising a second adhesive layer having an upper and lower surface, wherein the lower surface of the second adhesive is adhered to the front surface of the facestock.

95. (New) The adhesive article of claim 94 wherein a pattern of non-adhesive material forms is embedded into the upper surface of the second adhesive layer, each of said non-adhesive material forms having a top surface, wherein the top surfaces of the non-adhesive material forms are even with or below the plane of the upper surface of the